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September 30, 1942

OFFICE OF INFORMATION MEMORANDUM NO. 41

Clearance of Informational and Promotional Materials on Rubber

I quote below a letter from Elmer Davis, Director of the Office of War Information, concerning issuance of informational and promotional materials dealing with rubber. Please make certain that all materials which discuss the rubber situation or rubber research carried on by the Department are cleared into the Office of Information for checking by the Office of War Information before issuance.

OFFICE OF WAR INFORMATION
WASHINGTON

September 19, 1942

The Honorable
The Secretary of Agriculture

Dear Mr. Secretary:

"In view of the crucial importance of the rubber situation it is obviously necessary that all related informational and promotional activities be coordinated and that these activities be started immediately under proper supervision and control.

The Baruch report places the responsibility for the rubber program in the War Production Board. Shortly after Mr. Donald Nelson appointed Mr. William M. Jeffers to be Rubber Administrator, I discussed with Mr. Nelson the problem of coordinating information on the rubber program. Mr. Nelson and I agreed upon the following formula.

Responsibility for all informational and promotional activities relating to rubber will be centered in the Division of Information, War Production Board; these activities will be subject to the usual clearances by the Bureau of Campaigns of the Office of War Information; the Office of War Information will coordinate the activities of the WPB Division of Information with related programs that may be carried on by other interested agencies operating in accordance with directives from the Rubber Administrator.

This will effect centralized control over informational and promotional activities, will permit each agency to play its proper part in the program, and will result in a minimum of confusion so far as the general public is concerned.

I would appreciate it if you would advise those members of your staff who are concerned with rubber that all public information on the subject should be cleared through this Office."

Cordially yours,

/s/ Elmer Davis
Elmer Davis
Director

Morse Salisbury
Director of Information